

# CAMPAIGN PLANNING

Political Campaign Training for Women  
in Mauritius

July 18, 2012

# Agenda

- ▣ Research
  - Self Reflection: Should you run for office?
  - Campaign environment
- ▣ Campaign Plan
  - Vision and Message
  - Resources
  - Strategies and Goals

*You cannot teach a man anything; you can only help  
him discover it in himself.*

- Galileo Galilei

*If you want to make good use of your time,  
you've got to know what's most important and then  
give it all you've got.*

- Lee Iacocca

# Research/Introspection: Do you really want to run for office?

- ▣ Talk to your family
- ▣ Think about your employment situation
- ▣ If you win, then what?
  - What impact to your family?
  - What impact to your job?

# Worst-case Scenarios

	WCS	% Likelihood	Is it worth the risk?
Family			<input type="checkbox"/> Yes <input type="checkbox"/> No
Employment			<input type="checkbox"/> Yes <input type="checkbox"/> No
Friends			<input type="checkbox"/> Yes <input type="checkbox"/> No
Finances			<input type="checkbox"/> Yes <input type="checkbox"/> No
Privacy			<input type="checkbox"/> Yes <input type="checkbox"/> No
Health			<input type="checkbox"/> Yes <input type="checkbox"/> No

# Research:

## The campaign environment

- ▣ How can you learn about:
  - Election laws that will affect this election
  - The District in which you will be running
    - ▣ Eligibility requirements
    - ▣ Timeframe and deadlines
  - The Voters within the district
    - ▣ Number and composition
    - ▣ What % needed to win?
  - Previous election data/trends
  - Factors that will influence this election
  - Viable opponents

*Failing to plan is planning to fail.*

# Campaign Plan: Framework for Success

- ▣ a vision for your future; a message that defines what you stand for
- ▣ resources that support your campaign
- ▣ Strategies, goals, and action plans to guide your campaign

*If you only look at what is,  
you might never attain what could be.*

- Anonymous

# Vision Statements

- ▣ Describe an ideal future
- ▣ Answer the question: What impact do we want to have?
- ▣ Should be brief, catchy, easy to remember, inspiring

# Vision: Brainstorming

- ▣ Develop a vision statement for a campaign
  - Think BIG
  - Visions should be far-reaching both in terms of their time-horizon and their positive impact
  - Consider not just your voters, district, country, continent – consider a vision that has a positive impact for the world.

*Hope for Change.*

- Barack Obama campaign message

# Issues: Brainstorming

- ▣ Identify a few large issues
- ▣ Brainstorm how you can help, solve, change, affect these issues in a positive way
- ▣ Discuss what the various parties' policies are regarding each issue
- ▣ Identify how you would find out more about a particular issue

*Campaign rule: Whatever promise you make during a campaign must be realistic, credible, and achievable.*

- Women's Democracy Network

# Elements of an Effective Message

- ▣ Relevant
- ▣ Credible
- ▣ Stirs emotion of empathy
- ▣ Short and simple
- ▣ Creates a stakeholder

*Time is an equal opportunity employer. Each human being has exactly the same number of hours and minutes every day. Rich people can't buy more hours. Scientists can't invent new minutes. And you can't save time to spend it on another day. Even so, time is amazingly fair and forgiving. No matter how much time you've wasted in the past, you still have an entire tomorrow.*

*- Denis Waitely*

# Campaign Resources: Brainstorming

- ▣ What resources do you need?
  - Be as specific as you can (not just time, but how much time)
- ▣ Why and when do you need those resources?
- ▣ What are the different sources of various resources?

# The Campaign Team

- ▣ Candidate
- ▣ Advisors (or Advisory Board)
- ▣ Treasurer
- ▣ Campaign Manager
- ▣ Spokesperson
- ▣ Campaign Committee
  - Fundraiser
  - Volunteer coordinator
  - Media coordinator
  - Scheduler
  - Administrator
  - Researcher/Speech writer

# Campaign Team: Identification

- ▣ What resources do you need?
  - Be as specific as you can (not just time, but how much time)
- ▣ Why and when do you need those resources?
- ▣ What are the different sources of various resources?



*Cheshire Cat, asked Alice. Would you tell me, please which way  
I ought to go from here?*

*That depends a good deal on where you want to go, said the Cat.*

*I don't much care where, said Alice.*

*Then it doesn't matter which way you go, said the Cat.*

- Lewis Carroll  
Alice's Adventures in Wonderland, 1865

# Campaign Plan: What's the goal?

- ▣ Win the election
  - What does that look like?
    - ▣ How many eligible voters?
    - ▣ How many votes required for success?
- ▣ Better goal:
  - Achieve 82% of the votes on November 2, 2012, thereby securing the position of Mayor.
- ▣ Convincing voters
  - Delivering your message
  - Door-to-door visits

# SMART Goals:

- ▣ **S**pecific
- ▣ **M**easurable
- ▣ **A**ttainable
- ▣ **R**ealistic
- ▣ **T**imely

# Campaign Plan: What's the goal?

- ▣ Campaign Plan
- ▣ Resource goals
- ▣ Get out the Vote

# Campaign Plan: Time

- ▣ What are the fixed dates?
  - Registration
  - Election
- ▣ Populate rest of the table based on your action plans.

# So, now what?

- ▣ Periodically review your Campaign Plan
  - Ensure you are working towards achieving your goals
  - Ensure resources are applied appropriately
  - Check-in on the campaign environment
  - Adjust as appropriate